



## Marketing Quality System for Active Organizations

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### ABSTRACT

*The marketing quality is the product market investment strategy where to compete and the customer value proposition as assets and competencies and functional strategies and programs. This study attempts to abridge the gap in extant literature about the importance of marketing quality system and active organizations. This article attempts to explain the marketing quality system for active organizations by patterns of thinking. The importance of strategic, long-term policy and marketing quality system for active organizations is very clear to planners. Marketing managers like to follow a similar and routine marketing behavioral pattern. Marketing quality system for active organizations normally taken as a part of marketing planning, therefore also tends to run in cycles of around last years.*

**Key words:** marketing, marketing quality system, marketing quality management

### Introduction

The marketing quality is the management process that identifies, anticipates and satisfies customer requirements profitably. The chartered of marketing quality system is the right product, in the right place, at the right time, and at the right price. It is the human activity directed at satisfying human needs and wants through an exchange process. Also it is a social and managerial process by which individuals and groups obtain what they want and need through creating, offering and exchanging products of value with others. In spite of this general awareness, such long-term marketing, strategic-level planning of marketing has been lacking in most organizations. A central motivation for this has been the public uneasiness towards many of the applications of gene organizations technology, as well as the general distrust of the public towards officials, scientists and representatives of organizations in the management of risks.

### Quality of marketing

Customers are not always happy with the organizational marketing quality and value of the services they receive. They complain about late deliveries, rude or incompetent personnel, inconvenient service hours, poor performance, needlessly complicated procedures and a host of other problems.

Customers grumble about the difficulty of finding sales assistants to help them in shops, express frustration about mistakes on their credit card bills or bank statements, shake their heads over the complexity of new self-service equipment, mutter about poor value and sigh as they are forced to wait for service or stand in queues almost everywhere they go.

Suppliers of services often seem to have a very different set of concerns. Many complain about how difficult it is to make a profit, how hard it is to find skilled and motivated employees, or how difficult to place customers have become. Many customers are concerned that the level of service quality has been declining over the last two decades. Consumers sometimes complain that marketing quality provided by flight attendants, salesclerks, and other types of service personnel is poor. They feel marketing quality employees are too busy, underpaid, under trained, and under motivated to provide good marketing quality.

The globalization of the marketing quality has forced businesses to compete on an international level. This globalization has caused many firms to downsize and cut services to keep prices from rising. Because of marketing quality labor shortages in many areas, hiring competent marketing workers become difficult. To compensate for rising marketing labor costs and marketing labor shortages, organizational marketing quality sought ways to replace marketing human workers with computers. Many organizations moved to marketing quality system facilities and marketing quality system procedures for customers.

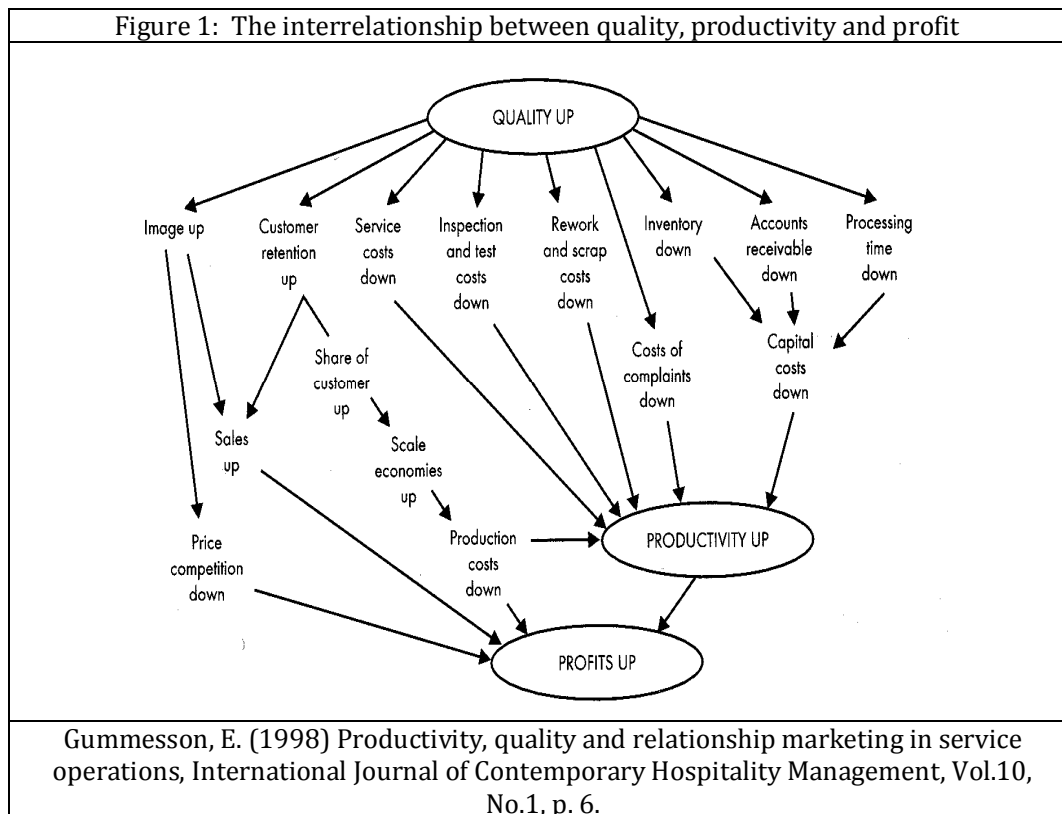
The short-term goal orientation of organizational marketing quality generates immediate profits, organizational marketing quality looked for ways to gain efficiencies in their operations as:

- Organizational marketing quality standardizing operations,
- Organizational marketing quality pushing employees to increase their productivity,
- Organizational marketing quality downsizing were favorite approaches,
- Organizational marketing quality personal to customers took second place to generating profits.

Having higher incomes and less time made consumers more demanding in regard to convenience and organizational marketing quality. The achievement of high organizational marketing quality is closely related to productivity.

More specifically, several investigations have argued that quality and productivity can not be dealt with separately in the case of organizational marketing quality. Meanwhile, many organizations have cut organizational marketing quality to increase productivity and efficiency.

Based on insights from the extensive literature on organizational marketing quality, can hypothesize that higher or lower levels of organizational marketing quality will contribute to higher or lower outputs for both organization and customer. Improving organizational marketing quality and boosting marketing productivity are in conflict only when productivity is narrowly defined and viewed solely from the organizational standpoint for enforcement the interrelationship between quality, productivity and profit as Figure 1.



Recently, the few organizations show a consistent quarter-by-quarter decline in customer satisfaction. Although a modest increase occurred in the organizations, most other organizational marketing quality categories have continued to decline.

Either marketing quality does not recognize the value of organizational marketing quality or they do not understand the principles and hence, may be experiencing frustrating, unsuccessful attempts at implementation. For these reasons, the marketing quality process design is an essential ingredient of better service delivery.

Improving or declining marketing quality will increase or reduce marketing productivity, through many indirect ways. The dual organizational marketing quality customer perspective with service quality at its core highlights the potential synergy between organizational marketing quality and productivity. Organizational marketing quality in tern, influences outputs from both the company and customer perspectives.

**Marketing quality system for active organizations**

The marketing quality system concept include choosing and targeting appropriate customers, positioning organizational offering, interacting with those customers and controlling the marketing efforts for continuity of performance. Implications of marketing quality system defined as:

- Who are organizational marketing quality existing and potential customers?
- What are organizational marketing quality current and future needs?
- How can organizational marketing quality satisfy these needs?
- Can organizational marketing quality offer a product and service that the customer would value?
- Can organizational marketing quality communicate with our customers?
- Can organizational marketing quality deliver a competitive product of service?
- Why should customers buy from organization?

Successful marketing quality system requires profitable, offensive rather than defensive, integrated, strategic for future orientated and effective for gets results. The central mission of organizations activities under the enlightenment model is to raise the marketing quality system for active organizations level of the organization as Table 1.

**Table 1:** Marketing Quality system for active organizations

	Marketing	Marketing for active organizations
Organizational mission	Empowerment	Development
Organizational marketing	Effective communication	Appropriate participation

This table shows models of marketing quality system for active organizations that they are as follows:

**1) Organizational marketing quality system mission:** The mission of organization is marketing instrumental. In general, terms, there is an endemic need for increasing marketing effective communication. Thus, the inclusion of the in the marketing structures of organization decision-making is neither principally refuted nor taken as a point of departure.

**2) Organizational marketing quality system:** In this model, the marketing person's empowerment of sustainable decision-making is core values, to which increasing public participation is though to be a most appropriate means.

The starting point in the marketing quality system for active organizations is the assumption of marketing.

The problem of interest conflicts between managers and marketing quality system suggests that marketing quality managers may not always invest in innovation projects that aim to create the marketing quality system for active organizations. Indeed, some marketing quality projects may be undertaken solely to enhance marketing quality private interests. To mitigate this potential cost, agency theorists argue that external monitoring and internal marketing mechanisms can help reduce these conflicts, and ensure that managerial decisions of marketing quality system are in line with marketing quality management's interests.

However, given the profound influence of marketing quality managements on board composition and business management, it is often difficult to resolve the agency problem with internal governance systems.

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In this situation, the marketing quality system mechanism may do a better job in mitigating agency costs by effective monitoring of managerial decisions. Institutional investors are professionals in organizational markets that are equipped with knowledge and skills in evaluating investment decisions. As organizational marketing quality continue to shift for active organizations will continue to increase. Additional factors contributing to the growth of the service sector are highlighted as follows:

- Movement to marketing quality management information
- Shift to marketing quality management industrialized economy
- Longer marketing quality management expectancies
- Increased marketing quality managements time

- Higher marketing quality income
- Changing marketing quality social and cultural
- More marketing quality management workforce participation
- Advances in marketing quality technology

Many organizational marketing qualities around the world are currently underlying dramatic changes. Depending on the marketing quality system for active organizations does business, the underlying causes of marketing quality management changes may include any of forces as bellows:

- Changing organizational marketing patterns of marketing quality system for active organizations
- Relaxation of organizational marketing professional association restrictions on marketing
- Privatization of some organizational marketing and non profit services
- Technological organizational marketing innovations
- Growth of organizational marketing chain and networks
- Internationalization and globalization of organizational marketing
- Pressures to improve productivity of organizational marketing
- The service quality movement of organizational marketing
- Expansion of leasing and rental businesses for organizational marketing
- Need for public and nonprofit organizations to find new income from organizational marketing
- Hiring and promotion of innovative managers about organizational marketing

Like the factors underlying any revolution, some of the origins of today's of organizational marketing revolution go back a number of years, whereas others reflect a chain of relatively recent events that continues to unfold

### Marketing quality management

With marketing quality management, institutional investors have a strong incentive to monitor and influence the management of the organizational marketing quality they invest in.

In addition, without the involvement of organizational marketing quality management, the decisions of institutional management are unlikely to be distorted by controlling marketing quality. Prior research has shown that external monitors help diminish agency problems in marketing quality investments.

Organizational marketing quality management could positively moderate the relationship between marketing quality system and active organizations by organizational performance by shifts to marketing management in 21st century as Table 2.

**Table 2.**fortheen shifts to marketing management in 21st century

1	marketing does marketing to	everyone does marketing
2	organize by product units to	organize by customer segments
3	make everything to	buy more goods from outside
4	use many suppliers to	fewer suppliers in "partnership"
5	rely on old market positions to	uncover new ones
6	emphasize tangible assets to	emphasize intangible assets
7	build brands through advertising to	build brands through performance & integrated communications
8	Attract customers to stores & salespeople to	make products available online
9	Sell to everyone to	be best at serving defined target
10	Focus on profitable transactions to	focus on customer lifetime value
11	focus to gain market share to	focus to build customer share
12	Being local to	being "global"- global & local
13	Focus on financial scorecard to	focus on marketing scorecard
14	Focus on shareholders to	focusing on stakeholders

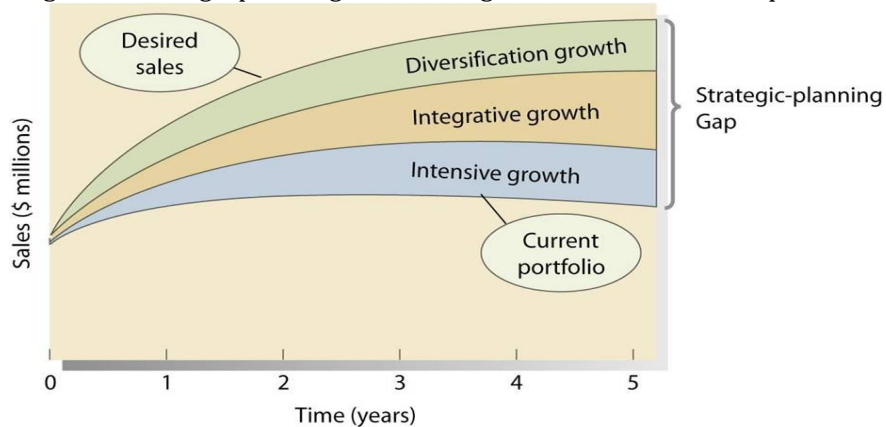
Keeping in view these broad objectives, it is essential to spell out an for active organizations marketing quality system for active organizations that will enable identification of specific plans, programs and projects with clearly defined tasks, estimates of necessary resources, and time targets. Some of the key elements for active organizations quality system will be as follows:

- a) Science marketing technology: Suitable mechanism will be evolved by which independent inputs on Science marketing technology and planning are obtained on a continuous basis from a wide cross section of Science marketing technology. It will utilize the academies and specialized professional bodies for this purpose. These inputs will form an integral part of the marketing planning and for active organizations of all programs relating to Science marketing technology, as also in government decision making and formulation of policies in marketing sectors.
- b) A greater integration of the programs in marketing sectors with science marketing technology activities will go a long way in ensuring a wider, more visible and tangible impact. This will call for a certain percentage of the overall allocation of each of the science marketing technology to be devoted for relevant programs and activities in marketing technology.
- c) A concerted marketing quality system for active organizations is necessary to infuse a new sense of dynamism in our science marketing technology. The science marketing technology departments, agencies and other academic institutions, including universities i.e. the science and science marketing technology system as a whole, would be substantially strengthened, given full autonomy and flexibility, and de-bureaucratized.
- d) Mechanisms will be established to review on a continuous basis the academic and administrative structures and procedures in the science marketing technology system at all levels, so that reforms could be affected to meet the challenges of the changing needs.
- e) It will be ensured that all highly marketing quality system for active organizations is run by science marketing technology. All the major marketing planning will have high-level scientific advisory mechanisms.
- f) Organization will ensure continued existence of a marketing quality system for active organizations which will assist in formulating and implementing various programs and policies. It will have appropriate representation of organization leaders, leading science marketing technology and various scientific departments.
- g) Organization will make necessary budgetary commitments for higher education and science marketing technology. It will, through its own resources and also through contribution by organization, raise the level of investment on science marketing technology by the end of the plan.

### Marketing quality system

The demand for organizational services will expand as life expectancy increases and as the population continues to needs. Other services such will be positively affected by an aging population. Higher per capita income means a larger discretionary income for individuals to spend on luxury-type services. A larger discretionary income will offer opportunities for entertainment services. In addition to entertainment services, the demand for services that save individual's time will increase. The increase in the demand for these services is also due to the increase in the number of workforce that it required to strategic planning in according with desired sales and current portfolio aspects as Figure 2.

Figure 2. strategic planning in according with desired sales and portfolio



Advanced in product technology have led to a rise in the demand for services, especially in maintenance services. As automobiles become more computerized, the skill required to repair those increases.

Cultural and social changes have occurred in many societies causing a change in the attitude individuals take toward services. The most important factors can be defined as follow:

- Distribution of wealth, amount of leisure time, size of the dependent population and number of homes where both partners work.

- Increasing consumer incomes and sociological changes have led to a greater demand for services and increasing professionalism in companies and technological changes have brought about the creation of new services, notably of producer services

For this, it is essential for organization to steeply increase its investments in marketing quality system for active organizations by bellow factors.

**1) Optimal utilization of science marketing technology:** science marketing technology is advancing at a very fast pace, and obsolescence of physical marketing infrastructure, as also of skills and competence, take place rapidly.

**2) Strengthening of science marketing engineering:** A major initiative to modernize the infrastructure for strengthening of science marketing engineering in organization will be undertaken. Strengthening of science marketing engineering department in organization will be selected for special support to raise the standard of marketing research. To begin with, a significant number of marketing persons, as also marketing engineering, would be selected for this support to make an impact. Flexible mechanisms for induction of new strengthening of science marketing engineering in key areas of science would be developed.

**3) Mechanisms for science marketing engineering:** The setting up of more efficient funding mechanisms will be examined, either by creating new structures or by strengthening or restructuring the existing ones, for promotion of basic research in science marketing technology. In particular, administrative and financial procedures will be simplified to permit efficient operation of research programs in diverse institutions across the country. Creation of world class marketing in carefully selected and nationally relevant fields will be undertaken, to enhance our international competitiveness in areas where organization have strengths, opportunities or natural advantages. Indigenous expertise will be used to the maximum extent possible.

**4) Personnel of science marketing engineering:** The number of marketing and marketing technologists, while being large in absolute numbers is not commensurate with the requirements in quality and when measured on a per capita basis. The demand is bound to increase in the coming years with more intensive activities involving science marketing technology. There is need to progressively increase the rate of generation of high marketing skilled at all levels. This process would naturally entail reversing the present flow of marketing talent away from science marketing technology by innovative schemes. In order to encourage world class marketing in science marketing technology, mobility of science marketing technology between organization and organizational environment will be ensured.

For building up the personnel of science marketing engineering base in relevant areas, the agencies and departments concerned with science marketing technology will make available substantial funding from their allocation. Flexible marketing mechanisms will be put in place in organization and organizational environment to enable marketing researchers to change fields and bring new inputs into traditional disciplines, and also to develop world class marketing areas. There will be emphasis on a continuing process of retraining and re skill to keep personnel of science marketing engineering with the rapid advances taking place. Wherever considered necessary, training abroad will be resorted to, so as to build up a skilled base rapidly. New mechanisms would be instituted to facilitate the return marketing technologists of organization as also their networking, to contribute to organizational environment and science marketing technology. It will also be ensured that higher education is available to the widest possible section of creative personnel of science marketing engineering.

**5) Technology development of science marketing technology engineering:** A strong base of science marketing technology provides a crucial foundation for a vibrant program of science marketing technology development. Priority will be placed on the development of science marketing technology which address the basic needs of the population; make organizational competitive and make the economically marketing strong. Special emphasis will be placed on equity in development, so that the

benefits of science marketing technology growth reach the majority of the population, particularly the disadvantaged sections, leading to an improved quality of life for every citizen of the organization. These aspects require science marketing technology foresight, which involves not only forecasting and assessment of technologies but also their organization and organizational environment environmental consequences.

**6) Intensive of science marketing technology:** Intensive of science marketing technology will be launched to develop innovative science marketing technology of a breakthrough nature; and to increase our share of high-tech products. Aggressive international benchmarking will be carried out. Simultaneously, efforts will be made to strengthen traditional industry so as to meet the new requirements of competition through the use of appropriate science marketing technology. This organization is particularly important as it provides employment at lower per capita investment, involves low energy inputs, and carries with it unique civilization traditions and culture. Value addition and creation of wealth through reassessment, redistribution and repositioning of our intellectual, capital and material resource will be achieved through effective use of science marketing technology.

**7) Quality standards of science marketing technology engineering:** This is testing and calibration laboratories according to international requirements will be given an enhanced push to enable world class marketing to avoid non-tariff barriers in global trade.

**8) Innovation of science marketing technology engineering:** Innovation will be supported in all its aspects. A comprehensive innovation of science marketing technology engineering system will be created covering science marketing technology as also legal, financial and other related aspects. There is need to change the ways in which marketing performs, if innovation has to fructify.

**9) Research of science marketing technology engineering:** Every effort will be made to achieve synergy between research of science marketing technology engineering and scientific research. Autonomous technology transfer organizations will be created as associate organizations of universities and national laboratories to facilitate transfer of the know-how generated to organization. Increased encouragement will be given, and flexible mechanisms will be evolved to help, science marketing technology to transfer the know-how generated by them to the industry and be a partner in receiving the financial returns. Organization will be encouraged to financially adopt or support educational and research institutions, fund courses of interest to them, create professional chairs etc. to help direct organization towards tangible organizational goals.

**10) Knowledge of science marketing technology engineering:** Indigenous knowledge would be further developed and harnessed for the purpose of marketing generation. Development of science marketing technology adds value to organizational resources and which provide holistic and optimal solutions.

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**11) Management of science marketing technology engineering:** science marketing technology has an important role in any general quality system to address the problems of management of the impacts of natural hazards. A concerted action plan to marketing enhances predictive capabilities and preparedness for meeting emergencies will be drawn up. Measures will be undertaken to promote research on natural phenomena that lead to management of science marketing technology engineering activities that aggravate them. This will be with a view to developing practical science marketing technology solutions for management of science marketing technology engineering.

**12) Technology of science marketing technology engineering:** There is growing need to enhance public awareness of the importance of science marketing technology in everyday life, and the directions where science marketing technology is taking us. Organization must be able to consider the implications of emerging science marketing technology options in world class marketing areas. A closer interaction of those involved in the science marketing technology, management of science marketing technology engineering and knowledge of science marketing technology engineering and other will be facilitated to bring about mutual reinforcement, added value and impact.

**13) Technology Cooperation of science marketing technology engineering:** science marketing technology development can benefit greatly by world class marketing cooperation and collaboration. Common goals can be effectively addressed by pooling both material and intellectual resources. World class marketing programs will be encouraged between organizations. Special emphasis will be placed on collaborations with other developing organizations and technology cooperation of science marketing technology engineering would be fully used to world class marketing interests as an important component of policy initiatives.

**14) Monitoring of science marketing technology engineering:** Effective monitoring of science marketing technology engineering and reviewing mechanisms will be significantly strengthened, and wherever not available will be put in place. It will be ensured that the scientific community is involved in, and responsible for, smooth and speedy for active organizations.

Organizational marketing quality competes with the quality level of their services. Active organizations which can not manage service competition will have problems surviving. In order to be able to do this successfully, the active organizations has to view its business and its customer relationships from a service quality improvement perspective. There are always relationships between a organizational marketing quality and its active organizations customers. The key issue is whether the firm wants to make use of these relationships in the way it manages customers or not, and whether a given customer wants to be an actively managed relationship with the service provider, or not.

The marketing quality managements sectors are expanding globally. The percentage of growth of the different economic criteria in the marketing quality managements sector is continuing to increase as the manufacturing base declines. The design marketing quality managements in the organizational marketing quality is becoming increasingly important and this importance will continue to grow over this century.

Active organizations by organizational marketing quality are facing fundamental issues such as how to design and implement an effective quality service delivery system, which will help to establish and to retain global market share. Much of the published work on active organizations focuses on organizational marketing quality, but marketing quality managers are paying more attention to emphasizing quality in services. One reason is the general perception that service quality is not good. Therefore improving marketing quality is becoming a major objective in organizational marketing quality throughout the world. The recognition that survival much less growth in the organizational marketing quality is a function of quality led to the increasing emphasis on quality. Organizational marketing quality has witnessed what has happened to manufacturers that allowed the quality of their products to deteriorate. Marketing quality managements also recognize that providing high-quality service to keep a customer is much less expensive than acquiring a new one.

## CONCLUSION

The difficulty in long-term marketing planning is also due to the rapid and unpredictable evolution of science marketing, making it very hazardous to forecast development beyond a period. Marketing planning in organizations acquired an impetus with long-term policy statements, such as marketing vision. A science marketing vision provides the wanted scenario to strive for, the end point of a long-term policy.

However, the marketing vision must be accompanied by a roadmap to allow the journey which starts now, to reach the required destination in the future. Steps will be taken to network the existing infrastructure, investments and intellectual strengths, wherever they exist, to achieve effective and optimal utilization, and constantly upgrade them to meet changing needs.

Organizational marketing quality has a major effect on the ability to attract and retain both customers and employees, and it contributes directly to superior productivity.

Most of the marketing quality system productivity evaluations have been done. The evaluation the marketing quality system productivity growth in marketed services and found that the total efficiency on a national scale shows a tendency. According to the results of reviewed economic factors the marketing quality system productivity is dependent with those factors, therefore the situation of marketing quality system productivity compare with active organizations productivity is the same. Of course further investigations must be done on this subject such as regression analysis between productivity and all those factors, but the marketing quality system productivity trend is the same in all economies. The productivity of active organizations has increased much more quickly. The data do indicate that in recent years, as marketing quality system for active organizations has increased in size, but few organizations had slower growth in productivity while active organizations must conclude that the marketing quality system for active organizations is less efficient measured in this way. The marketing quality system for active organizations provides a challenge to the accurate measurement of productivity and productivity improvement. The traditional analytical framework of marketing quality theory is based primarily on goods-producing activities. Therefore, most published marketing quality system for active organizations data relate to goods production.



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